ORANJE HANDELSMISSIE FONDS

Press release

Ten SMEs win Orange Trade Mission Fund packages in 2015

Fund helps businesses to spread their wings internationally

Amsterdam, 12 November 2015 – Ten promising SMEs today were announced as the winners of the Orange Trade Mission Fund. ING, KLM, the Ministry of Foreign Affairs and MKB-Nederland (the Dutch SME Association) – the fund's partners – announced the winners during the award ceremony at the KLM hangar in Schiphol East. They were selected from the more than 400 entries received on the strength of their idea, drive and motivation to make a success of their business internationally.

The winners will receive assistance for a period of one year from the fund's initiators who share their expertise and experience and use their international network to open doors that would often remain closed otherwise. This is the third year in a row that Orange Trade Mission Fund packages have been awarded. A brief profile of this year's winners is given below:

- **Arte Viva** is specialised in innovative child safety products, especially door strips to prevent fingers getting caught. The company's aim is to make the everyday world around children safer, which it also seeks to do in Chile in 2016.
- **Anker Stuy** is a pioneer in paint products. Several years ago, the company developed Seramic Lightcoating: luminous paint for road markings as a real and sustainable alternative to conventional lighting. Anker Stuy would like to develop a network in the USA.
- **Guide ID** helps museums worldwide captivate visitors and secure their customer base with cultural information. Specialised in developing and

maintaining the Podcatcher platform for audio tours, the company is looking to expand into Germany.

- **NAÏF** is a skin care line for babies with products made from natural ingredients and without any unnecessary additives. The goal is to start doing business in China,
- **NETICS** is an engineering firm with techniques for building with sludge, such as for coastline integrity projects. The company seeks to achieve the ideal combination of nature and technology. Netics is looking to do business with China.
- **Octatube** designs, develops and builds complex architectural structures of glass and steel. The firm devised and built the two glass façades for the Market Hall in Rotterdam. Octatube would like to establish its name with developers in the UK.
- **Oesterij** is engaged in the cultivation of shellfish and crustaceans. Every day they put out to sea to harvest or move local oysters, mussels and lobster or to protect them from their natural enemies. Oesterij is keen to put the Netherlands on the map in Asia with its business.
- **Oxipack** is a specialist in efficient leak detection solutions for vacuum and airtight packing for foods and medicines. Oxipack wishes to establish business in the USA.
- **Tony's Chocolonely** is determined to change the unequally divided world of chocolate into a 100% slave-free world. The company wants to develop a scalable and profitable trade model in West Africa. A major step in their mission is to launch their idea in the USA.
- **Yays** is a travel-and-stay concept that moves urban tourism in a new direction. Yays offers places to stay in unique city locations where guests can best experience local life. Yays wants to roll out this concept in Spain.

The awards were presented by Ralph Hamers, CEO of ING Group, Harm Kreulen, director of KLM Netherlands, Michaël van Straalen, chairman of the Dutch SME Association, and Ed Hoeks, ambassador of the Netherlands to the Czech Republic, at the festive ceremony, which was attended by 400 people and led by Ronnie Overgoor.

Ralph Hamers: "The winners of the third edition of the Orange Trade Mission Fund illustrate the growth and drive of the Dutch economy. These are ten companies with innovative products that also want to put themselves firmly on the map internationally. We will assist these businesses both during preparation in the Netherlands and once abroad with our international network and our knowledge of the economy, market, sector trends and the culture of the country where they seek to do business."

Harm Kreulen, director of KLM Netherlands: “KLM brings international business partners together. This year, once again, we aim to assist the winners of the Orange Trade Mission Fund in this way by using our network and our knowledge of foreign markets. We look forward to opening the doors to markets where these eager businesses want to get cracking.”

Michaël van Straalen, chairman of MKB-Nederland: “To support the economy's recovery, we must take even better advantage of the opportunities in the world market. While SMEs do manage to make their way, this is one area where there is still a lot of potential. We must harness that potential. And our fund helps us make that happen. This can truly be seen by the winners from previous editions.”

The winners were selected by an expert jury from more than 300 entries. Previous Orange Trade Mission Fund winners include Milestone Cards, Micanti and Tropicare.

About the Orange Trade Mission Fund
The Orange Trade Mission Fund is an initiative of ING, KLM, the Dutch SME Association and the Ministry of Foreign Affairs in collaboration with the Netherlands Enterprise Agency. The initiators use the fund to pool their strengths and highlight the importance of international trade for the Netherlands.

Dutch companies can be found the world over. They create growth and jobs both abroad and in our home country. What's more, exports have been a driving force behind our economy for years now. When a business goes out to conquer the world with that one great idea, it's their unassailable belief that could actually make it work. Yet it takes more than just a good idea and drive to become an international success: hands-on support, local knowledge and a good network are just as important. The Orange Trade Mission Fund fulfils this function.

The royal couple play an important role when it comes to the promotion of international trade. That made the succession on 30 April 2013 the crucial moment for the initiators to pool their strengths and experience in the Orange Trade Mission Fund.

For further information or images, please contact:

Saskia Versneij, LEWIS PR
Telephone: +31202200220
Email: ohmf@lewispr.com

KLM Media Relations
Telephone: +31206494545
Email: mediarelations@klm.com

Arjen Boukema, ING Netherlands
Telephone: +31630648709
Email: arjen.boukema@ing.nl

Mieke Ripken, MKB-Nederland (Dutch SME Association)
Telephone: +31611351727
Email: ripken@vnoncw-mkb.nl